

MATTERING to MILLENNIALS

(Written by a reluctant millennial)



**You'll take
them seriously
when they put
their money
where their
#duckface is.**



ACCIDENT AHEAD

They Happen. Be Ready.

The Metro Chamber's new workers' compensation plan through First Choice Casualty Insurance Company gives you peace of mind that your business is covered and you're receiving member-exclusive competitive rates.

- Five percent discount on First Choice base rate for Metro Chamber members
 - Most industries eligible for coverage
- Safety planning and loss control oriented services
 - Online bill payment
 - Online access to claims information

**For more information or to get a quote today,
visit ChamberIB.com or call 702.586.3889.**





Power of the People

KRISTIN MCMILLAN
PRESIDENT & CEO

M

illennials – young people born between 1982 and 2000 – now number over 80 million and represent more than one quarter of the nation's population (two billion globally). Their size has recently exceeded that of the 75 million baby boomers, according to 2015 U.S. Census Bureau data.

While it's easy to make off-handed observations about millennials as the generation that expects the world to adapt to them and label them as the “digital natives” who have never been and never can be without the Internet or a cell phone, the above numbers cannot be ignored. Millennials are a key demographic of our workforce – both now and in the future – and represent a significant economic force within our global economy.

In fact, millennials are economic game changers. As Micah Solomon, writing about the year of the millennial customer, states, “Millennial customers are clearly an enormous force to be reckoned with, commanding both trendsetting power and tremendous spending power as well.” They are shifting the means of communication and modes of buying and using goods and services. They are challenging the norms by which we market our products, hire employees and engage with our customers. And we need to pay attention: their buying power will exceed \$200 billion by 2017, according to Forbes, and \$10 trillion over their lifetimes. Moreover, research says that nearly 70 percent of millennials stay loyal to a brand

once they experience it, so they may very well be your best customer.

In this issue, we delve into the millennial consumer – the marketing to which they respond, the experience and sharing economies they have built, and the relationships they have cultivated with brands. Staying relevant to millennials should be a key component to your business strategy and, in this issue, we'll lay out some of the ways your business can engage with them in a meaningful – and cost-effective – manner.

At the Las Vegas Metro Chamber, our Vegas Young Professionals program has grown rapidly since its inception. As the largest young professionals network in Nevada, it is approaching 1,500 members. VYP provides relationship-building opportunities, development and learning programs, and ways for professionals between the ages of 21 and 39 to connect with one another and the business community in Southern Nevada. This month, we celebrate eleven years of VYP's signature annual event, White Hot, on August 19, at Lavo Casino Club. This is a great way to don your coolest summer white clothes, meet hundreds of business professionals between the ages of 21 and 39, and create valuable relationships to help not only build your business but help you tap into this key demographic in our business community. Consider sending some of your staff to this great event and getting involved in the largest young professionals program in Nevada.

Wake up your smart.



npr.vegas



VOLUME 37 NUMBER 8

Las Vegas Metro Chamber of Commerce
575 Symphony Park Avenue, Ste. 100
Las Vegas, NV 89106
702.641.5822 • LVChamber.com

Kristin McMillan
President & CEO
Las Vegas Metro Chamber of Commerce

2016 Board of Trustees Executive Committee

John Guedry
Chairman
Bank of Nevada

Bob Brown
Immediate Past Chairman
Opportunity Village

Bill Noonan
Chairman - Elect
Boyd Gaming Corporation

Hugh Anderson
Vice Chairman - Government Affairs
HighTower Las Vegas

Jay Barrett
Vice Chairman - Finance
The JABarrett Company

Bruce Spotleson
Vice Chairman - Membership
Vegas PBS

Mike Bolognini
Cox Communications Las Vegas

Terrance Shirey
Nevada State Bank

Ryan Woodward
JPMorgan Chase

The *Business Voice* (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER:
Send address changes to:
The Las Vegas Metro Chamber of Commerce,
575 Symphony Park Ave., Ste. 100
Las Vegas, NV 89106

Production Team

Greta Beck-Seidman
Publisher

Cara Clarke
Executive Editor

MJ Dennis
Production Coordinator

Nick Claus
Graphic Designer

Danica Torchin
Contributor

Trustees

Joseph Asher
William Hill US

Lisa Beckley
The Beckley Group

Kevin Bethel
NV Energy, Inc.

Michael Bonner
Greenberg Traurig, LLC

Senator Richard Bryan
Fennemore Craig

Tom Burns
Cragin & Pike Insurance

Andrew Citores
JusCollege Inc.

Tyler Corder
Findlay Automotive

Allan Creel
Creel Printing

John Delikanakis
Las Vegas Global Economic Alliance

Alexandra Epstein Gudai
El Cortez Hotel & Casino

Jeff Grace
NetEffect

John Hester
Southwest Gas Corporation

Lisa Howfield
KLAS-TV

Len Jessup
UNLV

Gregory Lee
Eureka Casino Resort

Dr. Rex Liu
Family & Cosmetic Dentistry

Guy Martin
Martin Harris Construction

Bill Nelson
Piercy Bowler Taylor & Kern

Lori Nelson
Station Casinos, LLC

Kevin Orrock
The Howard Hughes Corporation

Karla Perez
Valley Health System

Jim Prather
KTNV Channel 13 Action News

Ellen Schulhofer
Brownstein Hyatt Farber & Schreck

Larry Singer
Newmark Grubb Knight Frank

Dan Tafoya
Latin Chamber of Commerce

Vicky VanMeeten
Roseman University of Health Sciences

Past Chairmen

Berlyn Miller 1979

Phil Arce 1984

Elaina Blake 1985

Dave Vlaming 1986

Jeffrey A. Silver 1988

Peter Thomas 1989

William Martin 1991

Bob Maxey 1992

Denny Weddle 1993

David Smith 1994

Ted Wiens, Jr. 1995

John O'Reilly 1996

Diane Dickerson 1997

Edward Crispell 1998

Bill Wells 2001

Jay Kornmayer 2002

Lou Emmert 2003

Tim Cashman 2004

Hugh Anderson 2005

John Wilcox 2006

Fafie Moore 2008

Steve Hill 2009

Kristin McMillan 2010

Michael Bonner 2011

Kevin Orrock 2012

Jay Barrett 2013

Bruce Spotleson 2014

Bob Brown 2015

EDITORIAL POLICY:

The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

Table of Contents

AUGUST 2016

- 6 Chamber News
- 8 News You Need
- 10 Your Scene | You're Seen
- 12 Working for You
- 14 **Mattering to Millennials**
- 18 Caesars Palace at 50
- 20 What's Happening
- 22 In the Know
- 24 Member Spotlights
- 26 For Your Benefit
- 28 Member News
- 30 Ribbon Cuttings
- 32 Presidential Debate at UNLV
- 34 New Exemption Rules
- 36 Vegas Young Professionals
- 38 The Final Word



14

MATTERING TO MILLENNIALS



6

CHAMBER NEWS



18

CAESARS PALACE AT 50



32

PRESIDENTIAL DEBATE AT UNLV



34

NEW EXEMPTION RULES



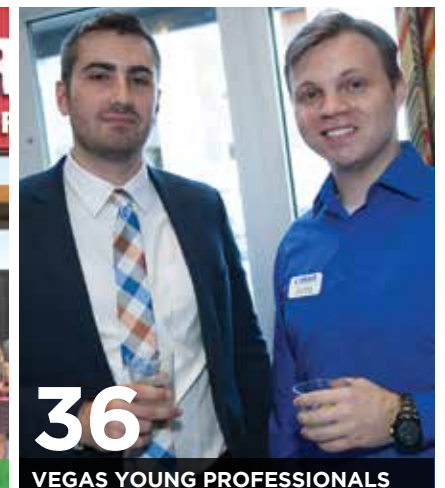
28

MEMBER NEWS



30

RIBBON CUTTINGS



36

VEGAS YOUNG PROFESSIONALS

Chamber News



Senator Heller to Address Members on Important Business Issues

Catch up on the latest from Capitol Hill during the Metro Chamber Business Power Luncheon featuring U.S. Senator Dean Heller. Senator Heller will discuss important federal issues that impact Southern Nevada's business community, as well as economic development topics that pertain to Nevada. The luncheon will be held Thursday, August 18, at the Four Seasons Las Vegas, from 11:30 a.m. – 1:00 p.m. Tickets are \$50 for members, \$65 for non-members and \$500 for a table of ten. For more information and to register, visit LVChamber.com.

Call for Hosts for Neighborhood Mingle!

The Metro Chamber's Neighborhood Mingle is returning in October, and the Metro Chamber wants to spotlight different member businesses throughout the Valley. Hosts are needed for Henderson, Southwest, North Las Vegas, and Summerlin events. Hosts provide coffee, tea, juice, and a breakfast buffet for 30-40 attendees and receive promotional consideration on email invitations, on event listings at LVChamber.com, and in the *Business Voice*. Hosts also have an opportunity to speak for three minutes at the podium during the event, can provide collateral for each guest, and can provide tours of the facility following the program. If you are interested in hosting a Neighborhood Mingle at your business location, contact Nicole Neal at nneal@lvchamber.com or 702.641.5822.

Engage with the We Care Committee

Schools are gearing up for another year and while Clark County School District (CCSD) is growing, attracting teachers to instruct our children is a significant challenge. The Metro Chamber and CCSD have joined forces to create the We Care Committee, focused on bringing quality teachers to Clark County. We Care volunteers call and email prospective teachers who have been offered a contract by CCSD, share information about the great quality of life in Southern Nevada and answer questions about our community. For more information or to engage with the We Care committee, visit LVChamber.com/we-care.

Submit Your Chamber University Ideas!

Class is back in session! Chamber University, the Metro Chamber's educational webinar series aimed at giving businesses the resources they need, will kick off in September. Now is the time when members can submit ideas on topics they would like to hear about and speakers from whom they would like to hear. The deadline for submission is Friday, August 19. For more information about Chamber University or to submit an idea, contact Danica Torchin, communications coordinator, at dtorchin@lvchamber.com or 702.641.5822.

Want to help your
colleagues, family and friends
SAVE UP TO \$100?



Thanks to an exclusive Las Vegas Metro Chamber of Commerce benefit,
your colleagues, family and friends **can save \$25 per new residential product or
service added**, up to a **\$100 bill credit**, from Cox Communications.

Call **877-912-0558** or visit **chambercoxdeals.com**

Mention the Las Vegas Metro Chamber of Commerce for special savings.



Available to residential customers in Cox Las Vegas serviceable areas. Must mention Las Vegas Metro Chamber of Commerce when calling. Offer includes both new and existing Cox customers who newly subscribe to Cox video, Internet, phone, and/or Homelife services. Existing customer offer applies to new services only. Services must be ordered via the phone number above or by submitting information at the website above to initiate a call back from Cox. Customers will receive a one-time \$25 bill credit for each new video, internet, phone, or Homelife subscription added to their account. Upgrades are not eligible. Other restrictions may apply. Questions? Contact us at coxreferrals@cox.com. © 2016 Cox Communications, Inc. All rights reserved.

News You Need



SBA offers Small Business Marketing Tips for the Summer Olympics

The 2016 Rio Olympic Games begin August 5 and conclude August 21. The Olympics create a great opportunity in which your business can engage. Not all small businesses can leverage a large-scale event like the Olympics to push products, promotions, and services, but there are different ways to get creative depending on your industry. The U.S. Small Business Administration (SBA) released small business marketing tips for the Summer Olympics. The SBA suggests using Olympics terminology and tone in promotional materials, providing incentives, staying on top of your social media, and curating unique experiences for your customers that pertain to different events and competitions happening during the games. For more information, visit sba.gov.

SBA Debuts New SizeUp Tool

The U.S. Small Business Administration recently updated its SizeUp tool so small business owners can dissect millions of data points, as well as receive customizable reports and statistics about their business and its competition. The tool also runs various reports and provides maps, data, and other information related to your competition, suppliers, and customers. It can also be of assistance in determining potential advertising opportunities. For more information on this number-crunching tool and its updates, visit sba.gov/tools/sizeup.

Celebrate Women in Business and Enhance your Career during the Women's Leadership Conference

MGM Resorts Foundation's annual Women's Leadership Conference is the nation's forum to promote women's personal and professional development and advancement. Join more than 1,000 motivated women along with a dynamic lineup of engaging and inspirational speakers for a two-day journey designed to enhance your career, build your professional network, and maximize your leadership potential. The conference will be held on August 8 and 9, at the MGM Grand Las Vegas. For more information and to register, visit mgmresortsfoundation.org.

Clark County Accepting Applications for the Small Business Opportunity Program

Clark County is now accepting applications for small business owners to participate in its Small Business Opportunity Program, designed to help small business owners increase their capacity to compete for contracts. The program is free to enrolled participants, and registration is required. To qualify, a business must offer goods or services the County would purchase, hold a valid Nevada State business license, contractors license (if required), and be willing to dedicate four months for a once-weekly training. To inquire about classes beginning in August, visit clarkcountynv.gov.



LOOKING TO MOVE YOUR BUSINESS TO THE NEXT LEVEL?



CHASE AND LEE BUSINESS SCHOOL SMALL BUSINESS SEMINAR SERIES

Join the Lee Business School for a six-week seminar designed for small businesses in growth sectors. Facilitated by the school's dynamic and experienced educators, the cohort will engage in classroom discussions, peer-learning exercises, goal setting, and numerous networking opportunities. The six-week course **starts on September 12 and runs through October 17, 2016**. Classes meet on **Mondays from 5:30 to 9:00 p.m.** Participants can expect to acquire practical skills that they can immediately put into action within their company in the following areas:

- leadership and strategy
- basics of finance and accounting
- human resources activities and employee development
- organizational structure and supply chain operations
- economic and legal environment
- marketing and promotions

Classes are complimentary, courtesy of Chase.

Participants are expected to commit to the full six-week course.

**Applications accepted through August 22, 2016. For an application and to learn more, visit:
UNLV.edu/business/LeeChaseSeminar**

UNLV | LEE
BUSINESS SCHOOL

Cultivating Leaders Who Transform Business



Your scene | You're seen

Eggs & Issues featuring U.S. Congressman Mark Amodei



U.S. Congressman Mark Amodei addressed Metro Chamber members on several federal issues impacting the Southern Nevada business community and participated in a Q&A session with the audience. President's Club members, immediately following the breakfast, joined Congressman Amodei for a round table discussion.

Business After Hours at Kona Grill



Metro Chamber members experienced the cuisine and hospitality of Kona Grill inside the Fashion Show Mall as they sipped cocktails, enjoyed light bites from the restaurant's award-winning menu, and cultivated business relationships during this fun, informal networking event.



AVOID COSTLY FINES AND HR HEADACHES.

HRUSA guides you through the compliance requirements for hiring, managing and terminating employees. It is the go-to expert on employer compliance – from changes in federal requirements to timely HR news that applies to your business.

- Required posters
- HR quick guide and personalized forms
- HR news and materials

Get started today at LVChamber.com

In partnership with:



Working For You

GOVERNMENT AFFAIRS AND PUBLIC POLICY

METRO CHAMBER **PROTECTS** NEVADA'S EMPLOYERS AND BUSINESS CLIMATE

EMPLOYMENT CHANGES YOU NEED TO KNOW

In July, the Metro Chamber held a special President's Club forum featuring Marc Freedman, executive director of labor law policy at the U.S. Chamber of Commerce. Freedman discussed the changes, implementation, and the effect and impact on employers, employees, and the regulatory environment.

These changes relate to the U.S. Department of Labor's (DOL) recently issued administrative rules relating to overtime regulation for salaried employees. These changes take effect December 1, 2016, and there are no exemptions for small businesses or nonprofit organizations. All employers need to be aware of these changes so they can best prepare. These rules, issued after the U.S. DOL proposed new rules in 2015 and sought public comment from potentially impacted groups, move the threshold for the Overtime Rule from the current level of \$23,660 (or \$455 per week) to \$47,476 annually (or \$913 per week). This reflects an increase of more than 100 percent. Essentially,

employees are eligible for overtime benefits unless all three of the following criteria is met:

- Must be paid a salary
- Salary must be more than the threshold set by the U.S. DOL—\$47,476 annually (or \$913 per week).
- Must qualify under exemption category, which means the employee must meet primary duties test

Employees also need to note that the salary level will be adjusted by the U.S. DOL every three years and will be based upon the 40th percentile of full time salaried workers in lowest income region of the country, which right now is the Southern United States.

The U.S. DOL does provide some guidance relating to commissions, financial incentives, and bonuses that employers pay to employees. According to the new rules, up to 10 percent of the \$47,476 salary can come from non-discretionary bonuses and incentive payments

during the salary year. However, such payments must be paid on a quarterly or more frequent basis. One time annual payments would not qualify under the rules. The rules do provide employers the opportunity to make a "catch-up" payment no later than the first pay period of the next quarter if necessary.

In addition, the threshold for highly compensated employees (HCEs) has also been adjusted, moving from the current level of \$100,000 annually to \$134,004 annually. Like the overtime threshold, the HCEs threshold will increase every three years by the U.S. DOL. Per the new rules, the HCE annual compensation level will be set to the 90th percentile of earnings for full-time salaried workers annually in lowest income region.

Managers

Existing Rule: \$23,660 annually/\$455 per week
New Rule (Taking effect December 1): \$47,476 annually/\$913 per week

Highly Compensated Employees

Existing Rule: \$100,000 annually
New Rule (Taking effect December 1): \$134,004 annually



POLICY UPDATES AT A GLANCE

2017 LEGISLATIVE BILL DRAFT REQUESTS RELEASED

The Legislative Counsel Bureau (LCB) has released the first round of Bill Draft Requests (BDRs) for public review. The list will be updated by the LCB now through the beginning of the legislative session. The list provides the name of the bill sponsor and a short description. Typically, bill language associated with BDRs are not be available until the start of the legislative session. The 79th Legislative Session will begin on Monday, February 6, 2017, in Carson City. The Metro Chamber's government affairs team is actively tracking these BDRs on behalf of its members in preparation for the upcoming legislative session. To view the list of BDRs, which includes areas of topics such as K-12 education funding, higher education reform, changes to business licensing, and revisions to health care, please visit leg.state.nv.us.

POLICY COMMITTEES ARE IN FULL SWING

The Metro Chamber is proud to reintroduce policy committees to

members and their employees. The Policy Committees give members an opportunity to participate in a dialogue with some of our community's most influential stakeholders about its most pressing issues. Participants will hear from industry and community leaders, subject matter and policy experts, and others on the issues about which they are passionate.

The Metro Chamber Policy Committees are designed to serve as forums for Metro Chamber members and their employees to learn about issues, share their perspectives, ask questions and build relationships with others in the business community who want to improve Southern Nevada and make sure it remains a great place to do business.

In July several committees met, including K-12, Higher Education, Insurance, Local Government and Healthcare. The transportation committee will meet August 8, and is co-chaired by Larry Carroll, Managing Principal, Poggemeyer Design Group, Inc., and Keith Hansen, Director, Airports, Facilities, Government Affairs, Allegiant Travel Company.

For more information on the policy committees and additional meeting dates, contact Joi Holliday at 702.586.3812 or jholliday@lvchamber.com.

Please note that you must be a member of the Las Vegas Metro Chamber of Commerce to participate in the policy committees.

METRO CHAMBER ISSUES LETTER REGARDING YUCCA MOUNTAIN

On July 6, The U.S. House Committee on Energy and Commerce held a hearing about the nation's spent nuclear fuel disposal options and Yucca Mountain as a repository site. The Metro Chamber submitted a letter stating its long standing opposition to the storage and transportation of nuclear waste in Nevada for a variety of reasons and concerns.

For more information about these updates, contact the government affairs department at 702.641.5822.

MATTERING to MILLENNIALS

(Written by a reluctant millennial)



**Seriously,
there are a lot
of them. And
they have a
lot of money.**

The elusive millennial.

Companies spend brainpower, dollars, and energy to determine what resonates with them. Marketers frantically try to map out their buying journey. Candidates aggressively court their vote. And for good reason: by 2017, millennials – those born between 1982 and 2000, according to the U.S. Census Bureau – will spend more than \$200 billion annually (by conservative estimates; some go as high as \$600 billion), and more than \$10 trillion in their lifetimes. In the U.S., millennials are more diverse than preceding generations, with 44.2 percent belonging to part of a minority race or ethnic group other than non-Hispanic or single-race white.

No matter if you consider millennials to be the biggest opportunity of our time or the “worst.generation.ever,” their buying power represents a mighty reason to engage this increasingly attention-fleeting, technology-powered, social demographic. So how does a brand – not a company, not a business, but a brand – resonate with the millennial consumer?

Here’s what most of us know about catering to the millennial consumer: they are always connected – but not always listening. With multiple mobile devices (according to AdAge, 80 percent of millennials report using two or more Internet devices *while watching television*), they absorb just a small chunk of what they’re being force-fed through their social media streams, push notifications, or text conversations. Getting their attention is difficult to undertake, but the payoff is worth it, as nearly 70 percent of millennials stay loyal to a brand once they adopt it, according to research from Edelman.

They want to be actively courted to spend their money, and highly value loyalty programs, targeted coupons and offers, and messages to alert them of sales or a

particular promotion. These all contribute to an overall buying *experience* – a key theme in the millennial lifestyle.

The most connected generation, somewhat paradoxically, also places heavy weight on strangers’ opinions. While millennials are typically viewed as putting their friends and followers above others, research from Bazaarvoice and Kelton report that about 84 percent said social opinions influence their purchasing decisions. When they plan a vacation, are seeking new services, or are about to make a purchase (whether it’s a pair of pants or a car), will browse user photos on Trip Advisor, scan through Yelp reviews, and seek out blogs, articles, and content provided by other users. Effectively communicating your brand, its value, and its credibility, thus, depends on how *others* communicate your brand beyond their networks. Original, organic content shared across multiple channels is a major piece of the puzzle in resonating with the millennial audience. Bonus points also go out for instant credibility, since it’s users – and not the brand – providing the input. It is authentic, genuine, and helps inspire loyalty.

To curate your brand’s credibility, be sure to keep up with your reviews on social media. Respond to reviews and comments when you get them, and in a timely and productive manner; everyone likes to know they were heard and their opinion matters. Encourage your customers to post testimonials, photos of them using your product, and short videos about what they love about what you do. It’s cost-effective, builds brand credibility, and is instantly shareable across many social networks and apps. Make it easy and fun for people to connect with you, your users, and your brand, and make sure it’s a two-way conversation. Talk may be cheap, but it’s also a powerful branding tool.

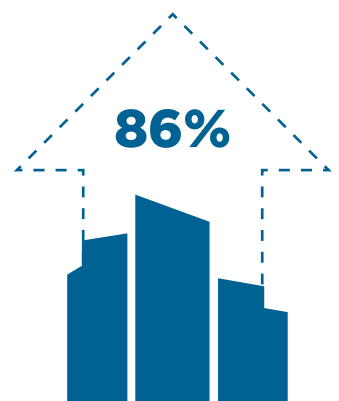
Millennials are masters of self-expression; you need only check your Facebook



83 million millennials
in America (1/4 of
total population)



2 billion millennials
around the world



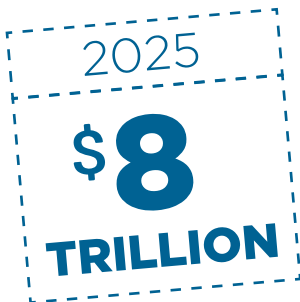
86% live in
emerging markets
around the world



\$200 billion in annual buying power in U.S.



\$2.45 trillion global spending power in 2015



By 2025 - +\$8 trillion in annual net income

(or Snapchat) feed at any given time to confirm this. You'll know what someone had for dinner, how someone leans politically, and real-time updates to relationship statuses. It makes sense that they rely so heavily on others' self-expression to validate and influence their own potential experiences and buying decisions. According to research by Forbes and Elite Daily, only one percent of millennials surveyed said that an advertisement would make them trust a brand more. Time – and dollars – are well-spent in making sure your presence online is loud and accessible to millennial consumers.

The millennial consumer is more likely to recycle, ride-share, and contribute through several smaller donations to several different causes or organizations. They also are more likely to research a company's giving campaigns, their corporate social responsibility practices, and how they give back to the communities in which they belong. A staggering 75 percent of the Forbes/Elite Daily survey respondents said that it was important for a company to give back in the form of charity efforts or local giving. Furthermore, they are more likely to purchase items associated with a particular cause and integrate their causes into their daily life. And according to Nielsen, millennials are more willing to pay extra for sustainable offerings, further demonstrating that the story – more than the logo or the bottom line – matters to this generation.

With the millennial generation the first as “digital natives,” it shouldn't be surprising that they are motivated by instant gratification and personalization. According to research conducted by the Boston Consulting Group, “They put a premium on speed, ease, efficiency, and convenience in all their transactions.” Ease of service, from buying fair-trade groceries to making charitable

contributions, plays a large role in a purchasing decision. To appeal to these buyers, ask yourself, are your products and services easy to find? Can someone purchase them online, and pick up at your location or have it delivered quickly at a nominal (or no) fee? Is it easy to find where to do business with you? Creating ease of transaction is key to feeding the instant gratification hunger of millennials.

“ Millennials are masters of self-expression; you need only check your Facebook (or Snapchat) feed at any given time to confirm this. You'll know what someone had for dinner, how someone leans politically, and real-time updates to relationship statuses. ”

Customizing the experience is yet another important factor to tapping into this key buying demographic. Research conducted by Accenture found that personalized,

targeted promotions and discounts help to inspire customer loyalty and build evangelists to certain brands. Personalized content and suggestions based on what behaviors you've already displayed while interacting with a brand also go a long way in building the millennial customer into a long-term one. Think of how they consume television: when watching a show streaming on Netflix or Hulu, the platform will recommend other programming based on the content they have already watched. Browsing a website for new office furniture may yield a follow-up email to remind the consumer about accent pieces, rugs, and accessories.

While your company probably doesn't have the technology that Netflix does, you have staff, customer service standards, and customer information you can organize to send follow-up emails, special offers, and suggested engagement opportunities based on the buying behavior they've already exhibited to your brand. This helps cultivate loyalty, experiences worth sharing, and connections to your customers.

Millennials also tend to veer more towards access than ownership. Millennials are less likely to own homes and are more reluctant to buy major purchases, such as cars and luxury goods. They created and gave rise to the sharing economy, and it is only getting more expansive. Author and economist Jeremy Rifkin remarked, "25 years from now, car sharing will be the norm, and car ownership an anomaly." The growing popularity of Airbnb, Lyft and Uber, Poshmark, Liquid (bike rentals), and Fon (which enables people to share some of their home WiFi) demonstrate how the sharing economy is growing and expanding rapidly into not only services, but goods. The sharing economy reinforces the ideals of community, social responsibility, and convenience of service – tenets of successfully engaging with the millennial generation. Is there

a model from the sharing economy that you could potentially implement at your business? Are there partnerships you can forge with other organizations to make accessing your products and services more convenient?

A final point of a millennial buying profile – ironic, since millennials so value the personalized buying experience and not being grouped in as just another demographic pool – is the concept of health and wellness. Wellness is more of a lifestyle decision to this group than any other. They use technology, apps, and more to track their activity, water and food intake, calories expended, sleep, and heart rate. According to Yahoo's 2015 Health Study, nine in ten pursue good health so they can be successful in other areas of life, and spend more on health and fitness than other generations. Millennials are also more willing to pay a premium for healthier foods. It is a lifestyle decision for many, and one in which they are willing to invest.

It's easy to eye-roll the millennials, dismissing them as inexperienced, entitled, and lazy. After all, they have never known what it's like to be without the Internet (or at least more than just a few minutes of the savagery of WiFi-free coffee shops), answers only a cursory Google search away from any question they had. And while they are an oftentimes frustrating, sometimes cavalier in their hashtag usage, and expect more from the brands they patronize, they are thoughtful, socially conscious, and represent a major chunk of buying power. And they are here to stay in their hyper-connected, socially conscious, Yelp-powered opinionated world they have cultivated. It's up to the rest of us to join their network and take part in the conversation.



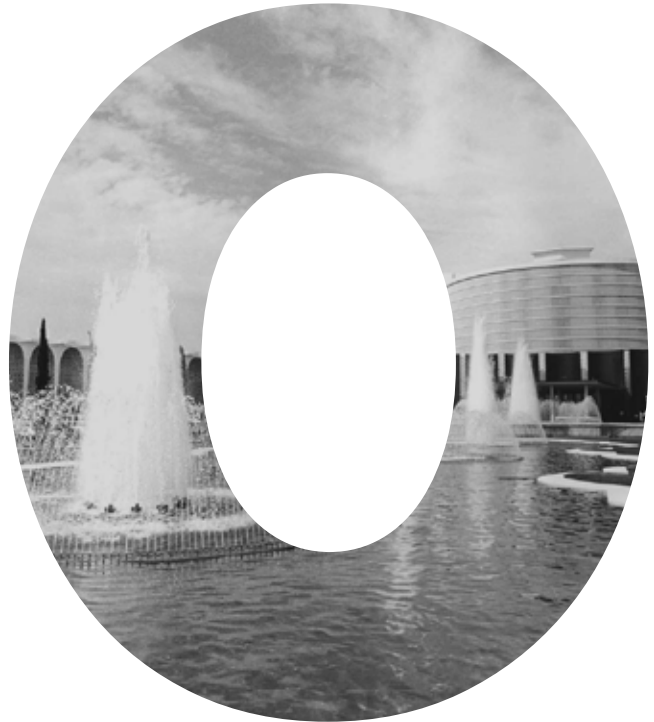
Millennial

16 million searches on the keyword "Millennial"



Approximately 44,000 articles written about millennials

CAESARS PALACE AT



How One Bad Experience Changed Las Vegas

It's arguably still the most famous casino in the world. Since opening in 1966, Caesars Palace has been a true Las Vegas icon. It created modern Las Vegas. And it only became reality because something was disappointed in their visit to Las Vegas.

It was February 1963. Robert Goulet, who had just wrapped up his run in Broadway's Camelot, was making his Las Vegas debut. It seemed the perfect time for Atlanta builder Jay Sarno to come to Las Vegas for the first time; he'd be seeing one of the hottest tickets in show business in the country's gambling capital.

The latter was particularly important. Sarno was a confirmed – in his words, “degenerate” – gambler who would bet on just about anything. Having built the Atlanta, Dallas, and Palo Alto Cabana hotels with loans from the Teamsters Union's Central States Pension Fund, he knew the hospitality business. So Las Vegas should have been the best of all possible worlds for him – a dozen modern, stylish resorts and more legal

gambling action than anywhere else in the world. A gamblers' junket – with complimentary rooms, food and drinks offered, play in the casino expected.

But Sarno hated Las Vegas, almost from the moment he got off the plane.

It was boring. The hotels were new, but far from lavish. Casinos picked up their VIPs at the airport in station wagons, bellhops heaving luggage into the trunk while guests fidgeted in the backseat. The rooms were small and drab by design: more time spent relaxing in bed was less time spent gambling. The food was, for serious gamblers like Sarno, free, but nothing special.

Sarno took the mediocrity that reigned (in his mind) in 1963 Las Vegas as a challenge: he could do better. That set into wheels that led to Caesars Palace opening, on August 5, 1966, on a plot of land across from the Flamingo owned by Kirk Kerkorian.



Photo credit: Las Vegas News Bureau and Caesars Entertainment.

Jay Sarno built Caesars Palace in his own image, quite literally – the chubby Caesar who featured prominently in the casino’s logo looked quite a bit like him. In a deeper sense, though, he designed, with the help of Jo Harris, a place that appealed to his own desires. That meant lots of water – including the iconic fountains that his friend Evel Knievel would unsuccessfully attempt to jump – and reproductions of Greco-Roman statuary from the classical period to the Renaissance.

That theming immersed the guest in a fantasy world, a new concept in 1960s Las Vegas. Everything, from the bellhop uniforms to the linens helped create the illusion that visitors to Caesars Palace had left the boring, frustrating real world and entered a fantasy land where they were the center of attention. This is still the big draw for leisure visitors to Las Vegas; “What happens here, stays here,” is just another way of expressing it. Jay Sarno and Caesars Palace showed that Las Vegas could be something greater than the sum of its parts, that, if it gave people a chance to be center of attention, just for a while, it could be more than just a cheap gambling destination.

Building Caesars was one thing; running it was another, and for a variety of reasons Sarno and his partners sold the casino in 1969 to Lum’s, a Florida hot dog chain that, within a few years, sold off its restaurants and renamed itself Caesars World. Under the leadership of chairman Clifford Perlman and president William McInnea, the company refined and expanded the property, making it a global brand by sponsoring sporting events, most famously championship boxing and tennis, but including everything from gymnastics to auto racing to professional wrestling.

Entertainment was also a big part of the Caesars brand, with the Circus Maximus theater hosting headliners until its 2000 closure. The 2003 birth of the Colosseum returned the concept of the residency to Las Vegas; Celine Dion’s initial run proved successful, and she has been followed by performers ranging from Elton John to Mariah Carey. The reinvented residency has become a cornerstone of the modern Las Vegas, with Planet Hollywood, the Flamingo, the House of Blues, and the Hard Rock Hotel offering their own extended stays to popular stars.



Caesars Palace was most influential, however, in casino design. Steve Wynn, a guest at Caesars on opening night, was an admirer of Jay Sarno’s aesthetics and, in planning 1989’s Mirage, amplified several concepts first introduced at Caesars, particularly the theme aspect. More important, however, was Wynn’s general philosophy of directing every inch of the property to creating an alluring customer experience – the ultimate Sarnoism. The Mirage, and the resorts that followed it, adapted the Sarno paradigm to a new era and a new scale, even as Caesars expanded and remodeled to keep itself relevant.

In addition to inspiring the next generation, Caesars Palace continues to write history itself after a half-century, showing that an empire open to change is an empire that endures.



By David G. Schwartz, Director, Center for Gaming Research at UNLV University Libraries and author, Grandissimo: The First Emperor of Las Vegas.

What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **AUGUST**.

How to Register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.



Business
Power
Luncheon
Featuring
U.S. Senator
Dean Heller

AUGUST **18**

2

TUESDAY, AUGUST 2 CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.
11:30 a.m. – 12:45 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100**

\$63 every six months. Guests always complimentary.

2

TUESDAY, AUGUST 2 CHAMBER CONNECTIONS

Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their network and their businesses by sharing contacts, referrals and ideas.

5:30 – 7:00 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100**

Contact chamberconnections@lvchamber.com or call 702.641.5822 for space availability and cost.

4

THURSDAY, AUGUST 4 MORNING MINGLE

Members will have the opportunity to introduce themselves and their business, build a rapport with one another, make connections and become part of the Metro Chamber's member network.

7:30 – 8:00 a.m. Registration & Networking

8:00 – 9:30 a.m. Program

Roseman University of Health Sciences

One Breakthrough Way

Complimentary

8

MONDAY, AUGUST 8 TRANSPORTATION & INFRASTRUCTURE POLICY COMMITTEE

Engage in a meaningful dialogue with your fellow members about issues relating to transportation and infrastructure in the region.

3:30 – 5:00 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100**

Complimentary and exclusive to Metro Chamber members.

8

MONDAY, AUGUST 8 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

6:30 – 8:00 p.m.

**Las Vegas Metro Chamber of Commerce
575 Symphony Park, Suite 100**

Complimentary for guests

\$63 to join, \$39 every six months.

Presenting Sponsors: Cox Communications and UnitedHealthcare

16

TUESDAY, AUGUST 16 CHAMBER VOICES TOASTMASTERS

See August 2

16

TUESDAY, AUGUST 16 CHAMBER CONNECTIONS

See August 2

00 - CHAMBER EVENT

00 - VYP EVENT



16

**TUESDAY, AUGUST 16
CUSTOMER SERVICE EXCELLENCE
RECOGNITION CEREMONY**

Beat the heat with the Las Vegas Metro Chamber of Commerce and the Las Vegas Convention and Visitors Authority as we commemorate those who have provided great customer care to residents and visitors of Las Vegas.

3:30 – 5:00 p.m.

Cashman Center

850 Las Vegas Blvd. North

Complimentary for nominees and their guests.

Platinum Sponsors: Boyd Gaming, Cox, Southwest Airlines

Gold Sponsors: Office Depot, Southwest Gas, Sunrise Health System

Media Partner: KTNV Channel 13

Program Partner: Las Vegas Convention and Visitors Authority

18

**THURSDAY, AUGUST 18
BUSINESS POWER LUNCHEON FEATURING
U.S. SENATOR DEAN HELLER**

U.S. Senator Dean Heller will give remarks on federal legislation that impacts the Southern Nevada business community and give an overview of issues impacting economic development and growth in the Valley.

11:30 – Noon Registration & Networking

Noon – 1:00 p.m. Program

Four Seasons Las Vegas

3960 Las Vegas Blvd. South

\$50 Members

\$65 Non-members

\$500 per table of ten

Sponsors: Boyd Gaming, NV Energy, Nevada Broadcasters Association

August Sponsors:



19

**FRIDAY, AUGUST 19
VEGAS YOUNG PROFESSIONALS
WHITE HOT FUSION MIXER**

Come dressed to impress in your coolest summer whites and enjoy an atmosphere that fuses a modern gaming experience with indulgent entertainment, creative cocktails, and white hot networking opportunities.

8:00 – 10:00 p.m.

LAVO Casino Club inside the Palazzo

3325 Las Vegas Blvd. S

Online: \$10 for members, \$15 for non-members

At the door: \$15 for members, \$20 for non-members

Presenting Sponsors: Cox Communications, UnitedHealthcare

Media Sponsor: Vegas Seven Magazine

22

**FRIDAY, AUGUST 22
VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

See August 8

31

**WEDNESDAY, AUGUST 31
COCKTAILS & CONVERSATIONS**

Join fellow members and interact with elected officials to discuss important policy matters to Southern Nevada's business community at a special evening reception.

5:30 – 7:00 p.m.

Allegiant Travel Company

1201 N. Town Center Dr. Bldg. 5

\$50 per person

Host: Allegiant Travel Company

Exclusive sponsor: Cox Communications

In The Know



Control Employee Fraud Risks with Internal Controls

F

raud costs companies five percent of their annual revenues each year, according to the 2016 *Report to the Nations on*

Occupational Fraud and Abuse published by the Association of Certified Fraud Examiners (ACFE). The median loss of five percent was observed across all types and sizes of organizations. This means smaller companies are at a greater disadvantage when fighting fraud; they typically have fewer resources to combat fraud and are less capable of absorbing its massive costs.

Additionally, smaller private companies are more likely to become victims of fraud than larger companies, publicly-traded companies, or even non-profits. Unfortunately, the companies at the highest risk of exposure tend to have far fewer fraud prevention and deterrence mechanisms in place, even though the costs of certain prevention methods are low.

A strong internal control system reduces the *opportunity* to commit fraud, making it harder for dishonest employees to steal assets, engage in corrupt business practices, or manipulate your company's financial statements. The mere appearance that a company has increased detection methods can have positive deterrence effects.

A Worthwhile Investment

Business owners and managers may be reluctant to invest in internal controls for various reasons. They may have limited resources and underestimate the value of a strong internal control system. Or they may mistakenly believe that implementing internal controls will signal distrust toward employees, suppliers, and customers.

In excess of 80 percent of frauds are committed by perpetrators who had never previously been charged with fraud. Therefore, pinpointing potential threat sources becomes challenging. With perpetrators difficult to identify, proactive fraud detection/deterrence measures are vital.

The most common internal control measures implemented by U.S. companies in the 2016 Report to the Nations include:

- Corporate codes of conduct
- Independent external audits of the financial statements
- An anti-fraud policy
- Employee support programs

Investing in antifraud measures can be money well spent: The ACFE reports that the presence of strong internal controls was correlated with

both lower fraud losses and quicker detection. A lack of internal controls was cited as the primary factor in 29 percent of the cases analyzed in the 2016 Report to the Nations. Moreover, some controls can be implemented at very low costs, such as management reviews, job rotation, clear lines of authority, fraud training, and mandatory vacations. These simpler options can be effective for smaller private companies with limited budgets.

Fortifying Your Defenses

Fraud has been a hot news topic in recent years, which should be a reminder for companies to reinforce their defenses. The ACFE reports that, compared to 2010, the use of whistleblower hotlines is up nine percent and fraud training programs for employees increased by eight percent. With so much at stake, companies large and small should adopt company appropriate internal control systems for detecting and preventing fraud.

In our experience, the constant threads in past fraud investigation assignments were lack of oversight and lack of segregation of duties – both of which are addressed by an effective internal control system. A Certified Fraud Examiner can help evaluate your internal control system – or investigate fraud if you suspect wrongdoing.

By Mike Rosten, CPA, CFE and Adam Bowler, Esq., CFE, Piercy Bowler Taylor & Kern



Michael Rosten, CPA, CFE directs the forensic and litigation services at Piercy Bowler Taylor & Kern (PBTk) which includes fraud investigations. He can be reached at mrosten@pbtk.com. Adam Bowler is an attorney and Certified Fraud Examiner at PBTk. He can be reached at adam.bowler@pbtk.com.



Connect with your digitally overloaded
customers through direct mail.

THE RESULTS MAY SURPRISE YOU.



MAKE • AN • IMPACT

DigitalLizardPrint.com
2650 Westwood Dr.



Info@DigitalLizard.com
702.852.3400

President's Club

(B) Alan Hunter

President - JT3, LLC

Alan Hunter has led the joint venture of Raytheon and URS since 2006. He also serves as joint range technical services contract program manager, supporting test and training operations for the Air Force and Navy. In 1974 he joined EG&G Special Projects in Las Vegas. He finished his 30+ year tenure as corporate vice president where he led the Installations Management Strategic Business Unit. He returned to UNLV to complete his MBA in 1977. Hunter also served in the U.S. Army.

(A) Mary Beth Sewald

President -

Nevada Broadcasters Association

Mary Beth Sewald leads and serves the efforts of the Nevada Broadcasters Association to represent Nevada's broadcast industry to all constituencies, influence government officials, and to assure the financial health of the Nevada Broadcasters Association. Her previous positions held include general manager of the NBC affiliate, KRNV TV, in Reno, where she managed and developed a staff of 110 broadcast professionals. She earned an Emmy Award for a documentary she wrote and produced in Las Vegas on methamphetamine abuse and education.

**A****B****C****D**

(D) Marcio Bonfada

General Manager - Fogo de Chao

Marcio Bonfada has nearly two decades of experience in the restaurant industry. As general manager of Fogo de Chao, Bonfada oversees the entire Fogo guest experience. His knowledge and respect for the gaucho culture has helped him rise through the ranks at the restaurant. He consistently finds ways to maintain the high level of quality expected at Fogo De Chao and exceed guest expectations.

(C) Dwayne Miller

Chief Executive Officer - JBA Consulting Engineers

With 25 years in the industry, Dwayne Miller is responsible for the strategic development and growth of the engineering areas of practice and business development for JBA Consulting Engineers. In addition, his focus on the development of the company leadership team has been key to the successful evolution of JBA. The restructuring of the company over the past decade from a 30-person MEP US centric practice to a 200-person multi-disciplined international firm was executed by Miller and his leadership team.

Spotlights

(E) Tina Quigley

General Manager – Regional Transportation Commission of Southern Nevada

As the general manager of the Regional Transportation Commission (RTC) of Southern Nevada, Tina Quigley shares her passion and vision for Southern Nevada through her oversight of roadway planning and funding, freeway and traffic management, and public transportation. Under her strong leadership and collaborative spirit, the RTC is working to enhance transportation infrastructure and improve workforce mobility and transit accessibility, which will help diversify our economy and attract new businesses to Southern Nevada.



(F) Nima Mahmoudzadeh

Vice President & Co-Founder – North American Solutions, Inc.

Nima Mahmoudzadeh is the vice president and co-founder of NASCO Inc., which owns, markets, and distributes Natural World vitamins. His responsibilities include financial and business development. Mahmoudzadeh has more than 15 years of proven leadership experience and holds a masters degree in architectural design. Active in the community, he founded Las Vegas' Livingston Home, a facility that cares for more than 40 Alzheimer's and elderly patients in the community.

(G) Dana Bennett

President – Nevada Mining Association

Established in 1913, the Nevada Mining Association (NvMA) strives to maintain a business environment that encourages the exploration, development, and production of minerals throughout the state. With more than 400 members representing the statewide mining supply chain, NvMA advocates for best practices in policy and regulatory affairs, education, safety, and environmental stewardship. A lifetime Nevadan, Bennett has more than 25 years of public policy experience and holds a PhD in history with an emphasis on the Nevada Legislature.



(H) Mike Murphy

President & General Manager – Anthem Blue Cross and Blue Shield

Mike Murphy was named president and general manager of Anthem Blue Cross and Blue Shield of Nevada in November 2006. In this role, he is responsible for managing small and large group business and overseeing the group underwriting practices areas. Anthem is a customer-focused company that carries one of the most respected brands in health care and provides a broad range of innovative, affordable, quality medical and specialty plans.

For Your Benefit

Text to Save Big with Office Depot

The Metro Chamber's Office Depot program is proud to introduce a brand new "text to save" feature with its popular savings program. Simply text "LVCSPC" to 555-888 to receive your Metro Chamber store purchasing card, which can save you up to 60 percent on everyday supplies, copy and print services, and more. This is an easy and free way to save big and pass along the savings to your employees – just in time for back-to-school season! For more information on the Metro Chamber's Office Depot program, contact your member engagement representative at 702.641.5822 or visit LVChamber.com to get started.



**GET YOUR BRAND IN FRONT OF
CLIENTS, CUSTOMERS, AND THE
BUSINESS COMMUNITY!**

Sponsoring a Metro Chamber program or event gives your business opportunities to be seen to the Southern Nevada business community. Metro Chamber program sponsorships fit a variety of business sizes, industries, and budgets.

For more information on a sponsorship package, contact Greta Beck-Seidman at **702.586.3828** or gseidman@lvchamber.com today.



healthcareheroes2016

YOU'RE INVITED!

August 31st

Southern Nevada

Red Rock Resort

Silent Auction/Cocktails: 6pm

Event: 7pm

September 1st

Northern Nevada

Peppermill Resort

Cocktails: 6:30pm

Event: 7pm

To RSVP or for more info,
go to nevadabusiness.com/events
or call 702.267.6340.



P R E S E N T E D B Y

Anthem
BlueCross BlueShield



**Nevada
Business**
THE DECISION MAKER'S MAGAZINE



COMPREHENSIVE
CANCER CENTERS
OF NEVADA

Renown
HEALTH

UMC
UNIVERSITY MEDICAL CENTER

D | J | P DURHAM JONES & PINEGAR

Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements



Easter Seals Nevada added three new members to its Board of Directors, including Kimberly J. Trueba, partner with HTK

Hospitality Advisors; John V. Anderson, president and CEP of SH Architecture; and Michael Sullivan, government public affairs at **The Ferraro Group**.



Clark County Credit Union named Steven Gallegos as retail service representative. Gallegos will be responsible for opening new member accounts, handling consumer loan applications and processing financial transactions made at the branch.



City National Bank announced that Paul Stowell, senior vice president and Nevada's chief market strategist, has been appointed to **Touro University Nevada's** Advisory Board. Stowell is a longtime resident of Southern Nevada and 30-year veteran of the banking industry.

The **Las Vegas Review-Journal** announced the addition of pioneering entertainment journalist Robin Leach to the newspaper's staff. Leach will produce expanded celebrity, lifestyle and luxury content for the R-J's Niche division.

Republic Services Southern Nevada Recycling Center won the Solid Waste Association of North America's Gold Excellence Award in the Recycling Systems category.

Dr. Victoria Boyd, president and founder of **The Philantrepreneur Foundation**, was appointed to the National Association of Nonprofit Organizations and Executives prestigious 2017 Board of Governors.

Anna Cavalieri was named Business Banking Market Executive for **Bank of America** in Nevada. Cavalieri brings more than 25 years of experience in client management, credit, commercial real estate, and lending.

Elite Media, Inc. formed an exclusive partnership with the **City of North Las Vegas** to build and sell a brand new network of digital Parquee® media. The sign is located at the busy intersection of W. Craig Rd. and Revere St., at the main entrance to Craig Ranch Regional Park. This new digital sign network will expand on Elite Media's current network of Parquee® media with the **City of Las Vegas**.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Upcoming Events

NV Energy is hosting a Senior Energy Assistance Expo for seniors age 62 or older to meet with customer service representatives to determine if they may be eligible for assistance with past-due balances. Qualifying seniors may receive up to \$350 in energy assistance through Project REACH as a bill credit. The expo is August 6, at Cashman Center, from 8:00 a.m. – noon. For more information, visit nvenergy.com.

The University of Nevada Cooperative Extension is hosting a one-day workshop on Gardening in Small Places: Tree Selection and Care on Saturday, August 20, from 8:00 a.m. – noon. Trees are some of the largest, and can be some of the most expensive, plant material you'll add to your landscape. Laura Eisenberg, formerly with the Nevada Division of Forestry, will explain how to pick a landscape tree and how to care for it so it becomes a great landscape centerpiece. For more information, visit unce.unr.edu.

Nevada Business Magazine is hosting the 11th annual Healthcare Heroes Awards to recognize outstanding healthcare professionals in Nevada. Winners in each category will be selected by a panel of blue-ribbon judges in the healthcare field. The awards are on August 31, at the **Red Rock Resort**, at 7:00 p.m. For more information, visit nevadabusiness.com.

Congratulations

Labor and Employment attorney Howard E. Cole, a partner in the Las Vegas office of **Lewis Roca Rothgerber Christie LLP**, was named one of the most powerful labor lawyers in the United States by Human Resource Executive magazine.

The Howard Hughes Corporation announced that Summerlin ranked number four on real estate consultant RCLCO's national list of best-selling master planned communities.

Ten Las Vegas lawyers from **Howard & Howard** were named to the 2016 Mountain States Super Lawyers and Rising Stars list.

Nevada Business Magazine recognized **Maier Gutierrez Ayon** attorney Joseph Gutierrez as one of Nevada's Legal Elite for 2016.

Eleven Las Vegas lawyers from **Hutchison & Steffen** were named to the 2016 Mountain States Super Lawyers and Rising Stars list.

McDonald Carano lobbyist Kathleen Conaboy was recognized as the Executive Director of the Year by the American Academy of Orthopedic Surgeons.

Wheeling and Dealing

Commercial Executives Real Estate Services represented Pacific Wagon Enterprises in the sale of a 4,030-square-foot multi-family property located at 2208 Sunrise Avenue.

Fisher Phillips, the management-side labor and employment law firm, and Inspired eLearning, the nation's leading security and compliance training company, announced the debut of their latest Human Resources Compliance Training Program.

Crossroads Courier, provider of high-quality local and nationwide same-day courier service, announced the acquisition of Black Gold Express.

Community Service

Helping Hands of Vegas Valley received a new 2016 Toyota Sienna minivan from **Toyota Financial Services**. The donation, worth more than \$28,000, was received at AutoNation Toyota Scion.

Nathan Adelson Hospice is collecting items for its annual Back to School Supply Drive to help local students in the 2016-2017 school year. Through August 22, the hospice locations will serve as drop-off points for much-needed school supplies for the students at Robert L. Taylor and Sunrise Acres Elementary Schools. For more information visit nah.org.

United Way of Southern Nevada announced that the community raised \$7,760,734 during the 2015-16 UWSN campaign. This year's result represents the first time in six years that UWSN has exceeded its goal and the first time in four that year-over-year campaign revenue increased.

Ribbon Cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



AMAZING LASH

Amazing Lash, located at 4150 Blue Diamond Rd., Ste. 104, announced its grand opening with its staff, elected officials, and several Ambassadors and committee volunteers. Amazing Lash Studio has 116 locations and is growing. Call 702.701.8505 or visit amazinglashstudio.com.



MOMENTI SPIRITED ICE CREAMS

Momenti Spirited Ice Creams hosted a grown up ice cream social and backyard-style party to commemorate its factory grand opening, located at 4061 Silvestri Ln., with samples of Momenti's spirit-infused super premium ice creams and sorbets. You can purchase Momenti Spirited Ice Creams at Khoury's Fine Wine and Spirits and Total Wine and More. Visit momentispirits.com.



IKEA LAS VEGAS

IKEA Las Vegas opened its first Nevada location with a traditional log sawing ceremony. IKEA executives, Clark County Commissioner Susan Brager, Metro Chamber members, and many other leaders in the community came together to welcome IKEA, located at 6500 Ikea Way. For more information, visit ikea.com.



QUICK CLAIM USA

Quick Claim USA celebrated its five-year anniversary with friends, family, elected officials, and Metro Chamber representatives. Quick Claim USA is located at 7251 W. Lake Mead Blvd., Ste. 300. It has been involved in the mortgage, real estate, and title and escrow industry for more than 20 years, assisting homeowners with the purchase, refinance, and/or sale of their homes. Call 702.233.4014 or visit quickclaimusa.com.



STORAGE WEST

Storage West celebrated its ten-year anniversary of opening the store at 7485 S. Eastern Ave. with several chambers of commerce, elected officials, and community partners with which they've developed strong ties and relationships within Southern Nevada. Call 877.917.7990 or visit storagewest.com.



DEQ SYSTEMS

DEQ Systems announced its grand opening, located at 6140 Brent Thurman Way, Ste. 200. DEQ Systems is a market leader in table games, progressive systems, utility products, and professional services. DEQ has installments in more than 300 casinos and in 30 countries around the world. Call 702.361.1002 or visit deq.com.

PC - President's Club **\$** - Chamber Member Discount



PIZZA REV

Pizza Rev partnered with the After School All Stars at its official opening to help raise money for Grant Sawyer Elementary School. This is Pizza Rev's second location in Las Vegas, which is located at 7090 S. Rainbow Blvd. It offers more than 30 options to craft-your-own pizza with gluten and lactose-free options. Call 702.254.7400 or visit pizzarev.com.



PORTNOY GALLERY

Portnoy Gallery celebrated its grand opening at 1537 W. Oakey Blvd. with family, friends, clients, and Metro Chamber volunteers. Neal Portnoy is a caricature artist and active in philanthropic causes. Call 702.685.2929 or visit idrawpeople.com.



GUARDIAN ELITE MEDICAL SERVICES

Guardian Elite Medical Services announced its new office and warehouse location at 2830 Ferne Dr., Bldg. E during EMS Week. Guardian Elite Medical Services celebrated with staff, elected officials, and Metro Chamber volunteers. Call 702.262.2262 or visit lasvegasmedics.com.



PC REPUBLIC SERVICES AND THE MIRAGE

Republic Services and The Mirage commemorated the unveiling of the new Sustainability Discovery Center Recycling Exhibit in the Siegfried and Roy Secret Garden and Dolphin Habitat. For more information, visit mirage.com and republicservices.com.



BOOT BARN

Boot Barn celebrated its new super store, located at 7265 Las Vegas Blvd. S., with staff, elected officials, and Metro Chamber representatives. From the humble beginnings of a family run storefront to more than 200 stores in 29 states, Boot Barn epitomizes the American dream of hard work, honesty, and value. Call 702.741.0101 or visit bootbarn.com.



NEVADA DONOR NETWORK

Nevada Donor Network unveiled the first phase of its campus renovation at 2055 E. Sahara Ave. with partners, leaders, supporters, and representatives in the community. Nevada Donor Network was selected as a recipient of the Nevada New Markets Tax Credit, which provides an opportunity to invest in its local community. Call 855-NVDONOR (855.683.6667) or visit nvdonor.org.



UNLV, Las Vegas Featured in Election Spotlight

U

NLV and Las Vegas have seen their share of big events over the years, but some events go beyond the spectacle of the arena or the resort corridor. Some events are so big that they instill a great sense of community pride throughout Southern

Nevada. This fall, one of those events is coming to the Thomas & Mack Center at UNLV when the final candidates to become the next President of the United States will take to the debate stage for the last time before the election.

Hosting a Presidential Debate is an incredible honor. It provides an opportunity to showcase our university and our community to the nation.

UNLV is one of the most diverse campuses in the nation and is emerging into a top tier public university. We are educating Southern Nevada's diversifying population and workforce, and developing research and community partnerships that will lead to more vibrant and sustainable local, regional, and global economies. A big highlight is our newly established medical school, which is on track to welcome its charter class next summer.

Las Vegas is a community known worldwide as a top tourism destination, but it's also one of the leading business destinations in the country. We are a professional city that hosts more major conventions than any other city in North America and attracts most of the *Fortune* 500 companies to do business here. The LVCVA is a leading authority and advocate for the travel and tourism industry and is regularly relied upon to provide expert opinion on the industry and where it should be heading.

Everyone should take great pride in our selection as the final Presidential Debate site as it shows that our university, city, and state are part of the conversation on the national stage. As a key battleground state, the issues that matter in our community are the issues that will matter to the nation. Those issues and our community will be in the media spotlight for several days leading up to the debate, as more than 5,000 members of the media are expected.

We encourage all of you to get involved and show your civic and community pride as we march toward the Presidential Debate on October 19. There are a number of ways you can show your support. UNLV and the LVCVA have partnered with the Clark County School District to develop programs to get our youth involved, including specialized curriculum, mock debates, an essay contest, and viewing parties for the students.

We will also be developing viewing parties throughout the community to provide everyone with an opportunity to share in the Debate experience. Special Debate branding with our own custom logo is available to show your business pride in our community. You can show your support through social media and make sure to tag us with #UNLVegasDebate2016. You can also be an official part of the Debate support team through available sponsorships. To get more information and to follow the events leading up to the Debate, visit the Las Vegas Presidential Debate website at lasvegasdebate2016.com.

This is truly an historic moment for UNLV and Las Vegas, and it's important that we all show our pride in our community. We'd like to thank our current sponsors:

- GES
- Molasky Group of Companies
- Harsch Investment Properties
- American Gaming Association
- DTA Security
- Regional Transportation Commission
- Consumer Technology Association
- Barrick Gold

We all know what a great community Las Vegas is; let's show the world this fall.



*By Len Jessup,
President, UNLV*



*Rossi Ralenkotter,
President/CEO, LVCVA*

10TH ANNIVERSARY



Women's

LEADERSHIP CONFERENCE
AUGUST 8 & 9 2016 LAS VEGAS

REGISTER NOW
for the 2016 Women's Leadership Conference
August 8 & 9 at MGM Grand Las Vegas



Join more than 1,000 motivated women along with a dynamic lineup of engaging and inspirational speakers for a two-day journey designed to enhance your career, build your professional network and maximize your leadership potential.

For more information and to register now, please visit mgmresortsfoundation.org

#WomenLead #WLC2016



New Exemption Rules Arrive:

Employers Should Prepare For The Impact

T

he U.S. Department of Labor (DOL) has released the anxiously awaited revised regulations affecting certain kinds of

employees who may be treated as exempt from the federal Fair Labor Standards Act's (FLSA) overtime and minimum-wage requirements.

If you currently consider any of your employees to be exempt "white collar" employees, you might have to make some sweeping changes.

EXECUTIVE SUMMARY

In brief, the following changes will be made in the DOL's definitions of executive, administrative, professional, computer-employee, and highly compensated exemptions under the FLSA's Section 13(a)(1):

- The minimum salary threshold is increasing to \$913 per week, which annualizes to \$47,476 (up from \$455 per week, or \$23,660 per year). The DOL says that this figure is set at the 40th percentile of data representing what it calls "earnings of full-time salaried workers" in the lowest-wage Census region (currently the South).

This amount will now be "updated" every three years (meaning that it will likely increase with each "update"), beginning on January 1, 2020. The DOL will announce these changes 150 days in advance.

- Employers will be able to satisfy up to 10 percent of this new threshold through nondiscretionary bonuses and other incentive payments, including commissions, provided that the payments are made at least quarterly. This crediting will not be permitted as to the salaries paid to employees treated as exempt "highly compensated" ones.
- The total-annual-compensation threshold for the "highly compensated employee" exemption will increase from \$100,000 to \$134,004 (which will also be "updated" every three years). The DOL says that this figure is set at the 90th percentile of data representing what it calls "earnings of full-time salaried workers" nationally.

These rules will become effective on December 1, 2016, which is considerably later than had been thought. Unless this is postponed

somehow, by that time you must have done what is necessary to continue to rely upon one or more of these exemptions (or another exemption) as to each affected employee, or you must forgo exempt status as to any employee who no longer satisfies all of the requirements.

WHAT THIS MEANS

1. Essentially, the DOL is doubling the current salary threshold. This is likely intended to both reduce the proportion of exempt workers sharply while increasing the compensation of many who will remain exempt, rather than engaging in the fundamentally definitional process, (i.e. changing the duties test), called for under the FLSA.

2. For the first time in these exemptions' more than 75-year history, the DOL will publish what amounts to an automatic "update" to the minimum salary threshold. This departs from the prior DOL practice of engaging in what should instead ultimately be a qualitative evaluation that also takes into account a variety of non-numerical considerations.



3. The DOL did not change any of the exemptions' requirements as they relate to the kinds or amounts of work necessary to sustain exempt status (commonly known as the "duties test").

WHAT SHOULD YOU DO NOW?

It is possible that even now some of the individuals you are considering to be exempt might not be meeting the requirement of the duties test for a white collar exemption. Therefore, right now, you should be:

- analyzing whether the requirements for the "white collar" exemptions you have been relying upon are met;
- evaluating what might be changed about one or more jobs so that the incumbents may be treated as exempt in the future;
- considering the possible application of alternative FLSA exemptions; and
- developing FLSA-compliant pay plans for employees who have been treated as exempt but who no longer will be.

CIVIL MONEY PENALTIES WILL ALSO INCREASE

The DOL has also issued an Interim Final Rule effective August 1, 2016 that will substantially increase the civil money penalties it can impose for certain violations of the FLSA and related regulations.

Under the FLSA's Section 16(e) (2), USDOL is authorized to impose a monetary penalty of up to \$1,100 (for now) as to each repeated or willful violation of that law's minimum wage or overtime requirements. The assessment is normally a per-person one based upon the number of employees who were unlawfully paid.

An employer's transgression can be considered a "repeated" one for penalty purposes even if it is not factually or legally the same as an earlier one. For example, a minimum-wage violation found in a preceding DOL investigation can be the predicate for penalty in a subsequent one that discloses overtime violations.

The DOL can assert a penalty for willfulness if the employer knew that it was in violation or acted with reckless disregard for whether it

was. The maximum per-violation penalty for repeated or willful violations will jump by \$794, or about 72 percent, to \$1,894.

Civil money penalties for child-labor violations will also increase substantially.

THE BOTTOM LINE

Employers who wish to take exception to FLSA penalty assessments must respond in prescribed ways within a short period of time. If you intend to seek counsel's assistance in this, then it is imperative to do so well in advance of the deadline.

By Mark J. Ricciardi, John E. Thompson, and Caroline J. Brown, Fisher Phillips LLP, fisherphillips.com

Employers often must take a stand: in court, with employees and unions, or with competitors. Fisher Phillips has the experience and resolve to back up management. Fisher Phillips has more than 350 attorneys in 32 offices, including Las Vegas.

Vegas Young Professionals

Presenting Sponsors



Upcoming Events

WHITE HOT 11
FRIDAY, AUGUST 19
8:00 – 10:00 P.M.
Lavo Casino Club
inside the Palazzo

Join Vegas Young Professionals for its signature annual event! Dress in your coolest summer whites and celebrate eleven years of VYP connection-building.

Register at VegasYP.com.



Work Harder
make money

By: Michael Beatty, Financial Advisor with Wealth Strategies Group

During the Revolutionary War, the soldiers were trying to raise a heavy timber which they could scarcely lift from the ground. A young corporal stood by urging the men to lift hard, and shouting, "Now, boys, right up!" A superior officer then rode up, dismounted and lifted with the men. When the timber was in place the officer asked the corporal why he did not help. "I am a corporal," he replied. "I am George Washington," responded the officer. (*I Am A Corporal* by Orison Marden)

If we want something, we must work for it. The principle of work is a valuable lesson we must learn in this life. I remember one learning experience I had as a teenager. I told my parents that when I was old enough to drive I wanted my own car. They responded kindly and told me that was a wonderful goal. Then they proceeded to ask how I was going to pay for a car. I realized that if I wanted my own car, I'd have to earn the money to buy one. So I started working all the odd jobs I could find. I refereed youth soccer games, did

yardwork, and helped my uncles on painting jobs. By age 16 I'd saved enough to buy my first car. It wasn't anything fancy, but it was a car. This experience helped teach me that if I wanted something, I must work for it.

"Hard work spotlights the character of people: some turn up their sleeves, some turn up their noses, and some don't turn up at all." – Sam Ewing

I recently read a biography about an extraordinary man named Howard W. Hunter. In 1934, he decided he wanted to become a lawyer. His wife was very supportive but at the time he didn't have any college education. From 1934 to 1939, Hunter worked a full time job and attended school full time. Those were long days full of hard work. Also during that time, Howard and his wife had two kids. I'm sure that added to the workload. Eventually, Howard graduated third in his class in 1939. He then went on to build a very successful and prominent law practice in Southern California. This was a man who knew the value of work.



Fusion Mixer



ELYSIAN
inside
THE DISTRICT



VYP members mixed, mingled, and beat the heat at the elegant Elysian clubhouse at The District. Guests took in picturesque views of the Strip and desert canyons, sipped on specialty libations, and enjoyed building new professional relationships with one another. *Photo Credit: Joe Fury.*

“Two men cut wood all day long. One worked straight through, without stopping to rest. At the end of the day he had a sizable pile of logs. The other would chop for 50 minutes and then take a ten-minute break. At the end of the day he had a much larger pile. ‘How could you chop more?’ asked the man who’d worked continuously. His friend replied, ‘When I stopped for rest, I also sharpened my ax.’” – Baptist Bulletin Service

Another part of working hard is learning to work smarter and more effectively. This will not come immediately. However, every day we should set aside a little time to sharpen our ax. By setting aside time each day to learn and grow, we will become more and more successful. Bill Cates instructs financial advisors that one day a week they should work on the business and then the other four days they should work like crazy in the business. As a financial advisor, I’ve taken this advice to heart and have seen it pay dividends.

May we all learn to work and learn to love to work. Work brings a sense of accomplishment, builds our character and grows our self-worth.

The Final Word

JULY ACCOMPLISHMENTS

P

olicy was the topic of conversation throughout July. From federal policy issues like labor and cyber security issues, to local policy issues like healthcare and education, July revolved around discussing hot button topics and sharing how they will affect the Southern Nevada business community. Here are a few things the Metro Chamber did for you in July:

- Held a forum regarding the changes to the U.S. Department of Labor overtime rules for salaried employees, where members heard from Marc Freedman, executive director of labor law policy at the U.S. Chamber of Commerce.
- Welcomed and showcased new members, giving them tools to maximize their Chamber membership and the opportunity to introduce their business during the New Member Lunch.
- Beat the heat and made new connections among young professionals during the Vegas Young Professionals Fusion Mixer inside Elysian at the District, sponsored by Smart Software Solutions.
- Held a special ribbon cutting for new Metro Chamber member Kona Grill, followed by a night of mixing and mingling for Business After Hours.
- Heard from U.S. Congressman Mark Amodei on the federal topics important to the Southern Nevada business community during the Eggs & Issues breakfast at Vdara Hotel & Spa.
- Welcomed Jessica Sayles, principal at Houldsworth, Russo & Company, as the featured speaker for Vegas Young Professionals' Bigwig Lunch Time at Sammy's Woodfired Pizza.
- Assembled a panel of global experts to discuss the latest in cyber security trends, the biggest threats, and how businesses can mitigate them, during the Business Power Breakfast at Four Seasons.
- Discussed the big federal policies affecting Nevada's business community from I-11 funding, homeland security funding and cyber security issues, and how the Metro Chamber is working to protect member businesses in the Big Issues issue of July's *Business Voice*.
- Reintroduced the Metro Chamber policy committees, designed to give members a chance to engage with the issues that are of interest to them, from healthcare to education, insurance, local government, and more.



- Highlighted new members and small business resources during the Summer of Small Business by tagging posts with #SmallBizSummer.

Save on your back to school Rx essentials!



Nevada Drug Card Preferred Pharmacy:

CVS/pharmacy



Save on these back to school prescriptions and much more!

Sample Pricing!		RETAIL PRICE	DISCOUNTED PRICE	% OFF
Adderall Xr 20mg CAP	30qty	\$591.52	\$233.19	61%
Levofloxin 500mg	40qty	\$568.99	\$500.42	12%
Zithromax 250mg TAB	6qty	\$193.99	\$169.31	13%
Tamsulin HCL 0.4mg CAP	60qty	\$177.99	\$161.96	9%
Tretinoin 0.1% Cream	20g Tube	\$124.00	\$73.15	41%

*Discounted prices were obtained from CVS pharmacy in June 2016. Prices vary by pharmacy and region and are subject to change.

Back to school time is no time to be sick! Stock up on the essentials using Nevada Drug Card to save up to 75% on your prescription medications!



Pharmacy Coupon | Prescription

Coupon MBR ID: Enter Year & Time
(Example: Year 2016, Time 9:14; Enter ID 20160914)

RxGRP: NVRX
RxBIN: 610709

Las Vegas Metro
Division of Commerce

NEVADA DRUG CARD
www.NEVADADRUGCARD.COM

This coupon has no expiration date and is reusable on Brand and Generic Rx's. Savings can be as high as 75%.
PATIENT INSTRUCTIONS: This card/coupon is pre-activated and can be used immediately. Present this card/coupon to any participating pharmacy to receive a discount on prescription medications.
PHARMACIST INSTRUCTIONS: Submit as a primary claim (cannot be processed as secondary) using the following pharmacy processing information. For processing questions and comments please call the Pharmacy Helpline below.
Customer Service: 877-321-6755 Pharmacy Helpline: 800-223-2146

A donation will be made to your local CMN hospital each time a prescription is processed using this coupon.

Children's Miracle Network Hospitals®

Nevada Drug Card is a proud supporter of Children's Miracle Network.

Program Powered By:

Participating Pharmacies Include:

- CVS/pharmacy, Walmart, Telepharmacy, Rite Aid, Safeway, B. Smart Pharmacy, Walgreens, StopShop, Giant, Shopko, Winn-Dixie, Publix, Savon, Longs Drugs, SATMART, Bi-Lo, Cub, Walgreens Pharmacy, Raley's, Costco, Fred Meyer, ACME, Aurora Pharmacy, Walgreens, Wegmans, Smith's, Super Fresh, Vons, Pavilions, Harris Teeter, BI-MART



Free Rx iCard

For more information or to order free hard cards, please contact:
Suzanne Domoracki • suzanne@nevadadrugcard.com • 702-510-0100



Nevada Drug Card

U.S. SENATOR DEAN HELLER

ADDRESSES THE METRO CHAMBER FOR A SPECIAL
BUSINESS POWER LUNCHEON



AUGUST 18, 2016

Four Seasons Las Vegas
3960 Las Vegas Blvd. South

11:30 A.M. - Noon: Registration & Networking
Noon - 1:00 P.M.: Program

\$50: Members | \$65: Non-members | \$500: Table of 10

SPONSORS:



BOYD
GAMING



TO REGISTER OR FOR MORE INFORMATION,
CALL 702.641.5822 OR VISIT LVCHAMBER.COM

AUGUST 2016

FRIDAY, AUGUST 19
8 - 10 P.M.

WHITE HOT

PRIZES

One bottle and table at LAVO
\$50 Downtown Summerlin
Gift Card
+ More to come!

REGISTER ONLINE AT VEGASYP.COM

\$10 - Members
\$15 - Non-members

@VegasYP | #WhiteHot

LAVO
CASINO CLUB